

Juma's Rainforest Report

May 2011



Making the forest worth more standing than cut.

Juma Conservation and

Sustainability Centre Expansion Complete

The Amazonas Sustainable Foundation (FAS) will finish the expansion of the Samuel Benchimol Conservation and Sustainability Centre (NCS) this month. The Centre is located within the Juma Sustainable Development Reserve (Novo Aripuanã/Amazonas). The J.W. Marriott, Jr. School, which is part of the Centre, will now have 2 additional classrooms (for a total of 4). The expansion will make it possible for the school to serve more local children while providing a better educational experience. Other new additions include a dining room and a digital house that features computers with internet access. The Centre also includes housing for both the teachers and students, who live next to the school while classes are in session.

The Forestry Studies House, sponsored by Tauck-Romano Innovative Philanthropy, was also recently completed. The House is located next to the Centre and is an open-air classroom used for various purposes including cultural activities and adult education and training. A FAS-sponsored community event celebrating the expansions is planned for mid-June.



Juma's Students recently began attending classes in the Forestry Studies House.



The Centre's new Digital House will feature computers and internet access for the students.



Map of State of Amazonas, Brazil, with Juma Sustainable Development Reserve highlighted

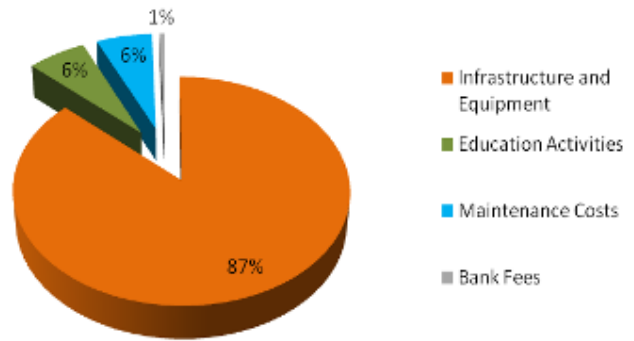
FAS/Marriott Partnership

Marriott International was one of FAS-Amazonas Sustainable Foundation's first partners, closing the deal for the implementation of the REDD Project (Reducing Emissions from Deforestation and Forest Degradation) in the Juma Sustainable Development Reserve in 2008. This year Marriott will surpass US\$ 2M in support for FAS and the Juma project.



2010 Juma Project Investment

In 2010, the Juma Reserve received R\$ 2,036,914 (US\$ 1,284,308) in funding support from various sources. These monies supported Bolsa Floresta Programme activities such as education, health care, sustainable production, management and support for protected areas, and metrics like those demonstrated in adjacent graphs. More than 40% of this 2010 funding came directly from Marriott International through investments in infrastructure and educational activities.



(The Big Picture) Graph 1: FAS's 2010 Juma Reserve financial support, by major category

Forest Allowance (Bolsa Floresta) Programme

The Forest Allowance (Bolsa Floresta) Programme is the first Brazilian internationally certified initiative to reward traditional and indigenous populations for the maintenance of the environmental services provided by the tropical forests. Environmental Services are the benefits provided by the standing forests, such as climate stability, rain maintenance, carbon storage in the trees and biodiversity conservation. The Forest Allowance has four major components:

1. Family Forest Allowance – a R\$ 50 monthly reward paid to the families' mothers living in the Conservation Units in exchange for their commitment to the environment and sustainable development.

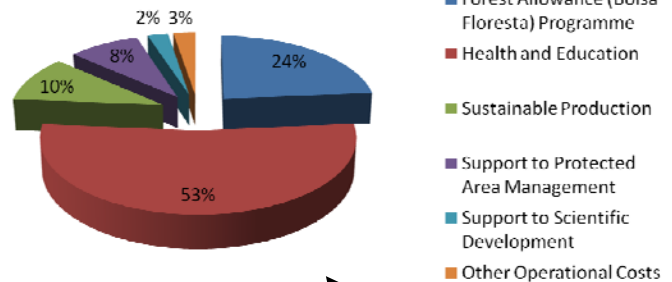
2. Income Forest Allowance - an incentive to the local populations' integration in the sustainable production chains of forest products such as oils, nuts, wood, fruit species and native honey.

3. Social Forest Allowance - aimed at improving communities' quality of life with local investments in education, health, communication and transportation.

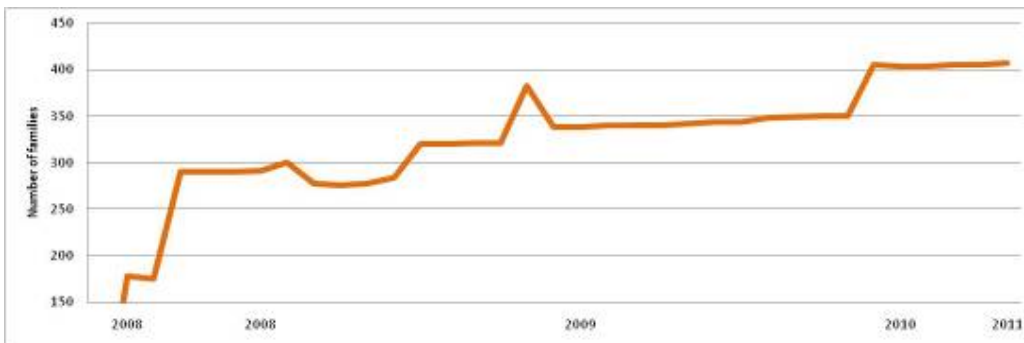
4. Forest Allowance Association – supports the local residents' associations in the Conservation Units to strengthen their organization and social control of the Program.

Juma's Bolsa Floresta Programme Development

The Amazonas State Government created the Bolsa Floresta Programme (PBF) in 2007. In 2008 directions for PBF development and implementation were shared with FAS, which has since been working to support its expansion with the Amazonas Government and other partners.



Graph 2: FAS's 2010 Juma Reserve support, by activity (Note: each of these activities fits into one or several of the major categories in Graph 1)



Graph 3: Number of Juma families benefiting from Bolsa Floresta (2008 to present)



Zoning Maximizes Conservation and Sustainability Centre Area

On March 28th, zoning of the Samuel Benchimol Conservation and Sustainability Centre (NCS) area was initiated, with the goal of maximizing the effectiveness of agricultural, recreational and infrastructure zones. The Centre's Manager, Tanea Rodrigues, and the J.W. Marriott, Jr. School's manager, Adelson Lima, led the activity.

"With these results we know the exact size of our area and [have been able to] define a better way to use the space...when the classes begin, we will plant açai and pineapple trees to create a natural fence around the area," said Rodrigues.



Zoning around the Samuel Benchimol Conservation and Sustainability Center

For Adelson Lima, this activity was important because every J.W. Marriott, Jr. school teacher participated, which gave them the opportunity work alongside the School's manager toward a common goal. "We had a real update on how the Centre's expansion project is going, and we basically did some of the planning for the pedagogical activities for this school year," said Lima.

New Schools Built Within the Juma Reserve

With funding from Marriott International, the Amazonas Sustainable Foundation, along with the Novo Aripuanã City Hall, is completing the construction of seven new schools in the Juma Reserve. The schools will help serve the educational needs of the Reserve's children. Five of these schools are already open and teaching approximately 80 children total.

Construction began early February 2011, and will be finalized in May 2011. The total cost of the new school construction was R\$ 70,000 (US\$ 44,135), and half of the necessary funding was provided by the Amazonas Sustainable Foundation. Novo Aripuanã City Hall has supported these efforts by sourcing labor to complete the construction.

FREQUENTLY ASKED QUESTIONS

What is a Conservation and Sustainability Centre?

A Conservation and Sustainability Centre is an educational centre built in Amazon State Protected Areas that are served by the Bolsa Floresta Programme. The Centres work through a partnership with the State Department of Education and Teaching Quality (SEDUC), enabling communities served by the Centres to have a formal education, with courses that focus on their local environment as well as income generation through sustainable practices and entrepreneurship.

What is a Sustainable Development Reserve?

Sustainable Development Reserves are protected areas for sustainable use and are protected by law. They have the goal of conserving ecosystems, including the traditional peoples that live in them. These Reserves value local knowledge and traditions, and provide quality of life improvements by following a sustainable use of natural resources template.

What are Payments for Environmental Services (PES)?

Ecosystem services are the tangible benefits—e.g. fresh water, climate regulation, pollination, food and fertile soil—that nature provides. PES identifies these services, assigns a monetary value and develops a mechanism to compensate the people, communities and/or countries whose actions enhance or protect ecosystem services.

Native Seed Cooperative Provides Local Income

Juma's new Native Seed Collectors Cooperative (Cooptcos) was created by Samuel Benchimol Conservation and Sustainability Centre students. The Cooperative will enable the students to generate income via sustainable native seed collection in the Amazonian region. FAS and its partners have provided the students with a variety of equipment to help support their new endeavor, including helmets, belts, gloves and carabiners.

The idea of creating a Cooperative popped up after the May 2010 "Best Practices for Nut Collection" course led by the Amazonas Federal University (UFAM). After learning sustainable use techniques for nuts, the students decided to establish the cooperative.



A "Best Practices for Nut Collection" course student applies the rappel technique to collect seeds from a tree top.

**Renaissance São Paulo Hotel Associates
'Adopt' Juma Students**

The Renaissance São Paulo launched an 'Adopt a Student' campaign at the end of 2010. The hotel and its associates launched the programme to provide much-needed school supplies for the 89 Samuel Benchimol Conservation and Sustainability Centre students.

Marriott International, together with the Amazonas Sustainable Foundation, has already founded three J.W. Marriott, Jr. Schools in the Reserve – which offer kindergarten, middle school and adult education classes. Previously, only elementary education was available to the Reserve's residents. Students who benefited from this campaign ranged from 11 to 50 years old.



Renaissance São Paulo Hotel Associates display cards that were mailed to Juma's students along with school supplies.



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